

Research and Practice on Cultivating Model of Innovation and Entrepreneurship Ability of Applied Undergraduate Students

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Abstract: *Innovation and entrepreneurship have become an important driving force for our country's economic development and social progress. The country has introduced a series of "mass entrepreneurship and innovation programs" to encourage innovation and entrepreneurship to stimulate the public's enthusiasm for innovation and entrepreneurship. Application-oriented undergraduate universities also pay more and more attention to the cultivation of students' innovation and entrepreneurship ability. However, there are still many problems in the cultivation of students' ability of innovation and entrepreneurship. This paper analyzes the existing problems in the training of innovation and entrepreneurship ability, and designs the training program of innovation and entrepreneurship ability of applied undergraduate colleges from several aspects, in order to stimulate students' innovation and entrepreneurship enthusiasm and cultivate students' innovative and entrepreneurial thinking and ability.*

Keywords: *Innovation and Entrepreneurship Ability; Applied Undergraduate; Cultivating Model*

1. Introduction

In recent years, with the economic upgrading and the change of talent demand structure, innovation and entrepreneurship have become an important engine to promote China's economic development [1]. In order to stimulate the enthusiasm of the broad masses of people for innovation and entrepreneurship, train more innovative and entrepreneurial talents, and promote social innovation and development, the government has issued a series of policies to encourage innovation and entrepreneurship, and colleges and universities have begun to pay attention to training students' innovative and entrepreneurial ability.

Our country has issued the "Mass Entrepreneurship and Innovation Plan", which includes a series of policies and measures, such as financial support, personnel training, tax incentives, etc., to provide all-round support and guarantee for innovation and entrepreneurship, aiming to support innovation and entrepreneurship and improve innovation ability and competitiveness [2]. The state has also issued the "Innovation and Entrepreneurship Demonstration Base Policy", "entrepreneurship guarantee loan policy" and "talent introduction policy", encouraging and supporting the construction of innovation and entrepreneurship demonstration bases in all localities, providing high-quality services and environment for innovation and entrepreneurship, providing loan guarantee services for entrepreneurs, solving the capital problems of entrepreneurs, introducing overseas high-level talents, talent apartment construction, etc. Provide talent support and guarantee for innovation and entrepreneurship [3]. The state has also put forward the slogan of "mass entrepreneurship and innovation" to encourage the broad masses of the people to participate in innovation and entrepreneurship.

Application-oriented undergraduate college students have the characteristics of strong practical ability and solid professional skills, and training their innovation and entrepreneurship ability is conducive to their practical application of knowledge. The training goal of application-oriented undergraduate colleges is to train application-oriented talents with practical ability and innovative spirit, and the cultivation of innovation and entrepreneurship ability is in line with its training orientation.

In short, cultivating the innovation and entrepreneurship ability of application-oriented undergraduate college students is of great significance for promoting economic development, enhancing the employment competitiveness of students and conforming to the orientation of university training.

2. The significance of cultivating innovation and entrepreneurship ability of application-oriented undergraduate students

2.1 Market Requirement

With the development of market economy, innovation and entrepreneurship have become an important support for economic development. Talents with innovative and entrepreneurial ability are more likely to obtain market recognition and opportunities. With economic globalization and scientific and technological progress, market competition is becoming more and more fierce, and innovation and entrepreneurship have become an important support for economic development. Not only emerging enterprises, but also traditional enterprises need to constantly innovate to adapt to market changes and demands. Therefore, for enterprises, the cultivation of innovation and entrepreneurship ability has become one of the important criteria for selecting talents [4]. At the same time, with the gradual disappearance of the demographic dividend and the continuous rise of labor costs, enterprises need more talents with innovative and entrepreneurial ability to improve production efficiency, reduce costs and open up new markets, so the market demand for talents with innovative and entrepreneurial ability is also increasing.

2.2 Employment Ability

In terms of employment competition, the current job market is highly competitive, and talents with innovative and entrepreneurial ability are more likely to stand out in the job market. On the one hand, the ability of innovation and entrepreneurship can make talents better adapt to the needs of the market and provide more value for the enterprise, so it is more popular in the enterprise. On the other hand, the ability of innovation and entrepreneurship can also make talents more independent thinking and problem-solving abilities, which tend to get more recognition and attention in the process of job hunting. Therefore, the cultivation of innovation and entrepreneurship ability can improve students' employment competitiveness and make it easier for them to obtain excellent career opportunities.

2.3 Self-development

The cultivation of innovation and entrepreneurship ability is not only conducive to students' career development, but also conducive to students' personal growth and self-realization. First of all, the cultivation of innovation and entrepreneurship can make students more independent thinking and problem-solving ability. In the process of innovation and entrepreneurship, it is necessary to constantly explore problems and needs, and find ways to solve problems. Such a process can cultivate students' innovative thinking and problem-solving abilities, which are not only useful in career, but also greatly helpful in daily life. Secondly, the cultivation of innovation and entrepreneurship ability can make students have more self-realization ability. Innovation and entrepreneurship require students to have strong self-driving force and self-management ability, and need students to constantly explore and try new fields, such a process can make students more self-realization, and constantly challenge themselves and surpass themselves. Therefore, the cultivation of innovation and entrepreneurship can improve students' personal growth and self-realization, making them more independent and confident.

2.4 Social Responsibility

Talents with the ability of innovation and entrepreneurship can create more value for society and make greater contributions to economic development. In the process of innovation and entrepreneurship, students need to take into account the needs and interests of society, and bring more value to society. First, innovation and entrepreneurship can create jobs and promote economic development. Innovation and entrepreneurship can promote the development of related industries, increase employment opportunities, and promote economic development [5]. For example, the rise of some innovative enterprises and technology-based enterprises has brought more employment opportunities to the society, but also injected new impetus into the development of the economy. Secondly, innovation and entrepreneurship can promote social progress and change people's lifestyle. For example, the launch of some innovative products can change people's lifestyle and improve people's quality of life. In areas such as health care, education and environmental protection, innovation and entrepreneurship can also promote social progress, solve social problems and improve social welfare. Finally, innovation and entrepreneurship can drive social innovation and development. Innovation and entrepreneurship need to constantly explore and try new fields, such a process can drive social innovation and development. For

example, the rise of some innovative enterprises and technology-based enterprises can drive the innovation and development of related enterprises and industries. To sum up, the cultivation of innovation and entrepreneurship can make students more socially responsible and public welfare aware, so that they can create more value for the society and make greater contributions to economic development.

Therefore, students of application-oriented undergraduate colleges and universities need to cultivate their innovation and entrepreneurship ability to meet the needs of future career development, lay a solid foundation for their career, complete personal growth and self-realization, create value for the society and make greater contributions to economic development.

3. Analysis of the current situation of innovation and entrepreneurship training in application-oriented undergraduate universities

3.1 Innovation and entrepreneurship education lacks systematism and practicality

Lack of systematic teaching content and teaching plan, many application-oriented undergraduate innovation and entrepreneurship courses and practice activities lack of systematic, lack of structured teaching content and teaching plan. As a result, the knowledge and skills learned by students in innovation and entrepreneurship education are not systematic, and it is difficult to form a complete system of innovative and entrepreneurial thinking and methods [6].

Lack of practical teaching links and teaching modes, innovation and entrepreneurship need practice, but many application-oriented undergraduate innovation and entrepreneurship education lack of practical teaching links and teaching modes. The knowledge and skills learned by students are difficult to apply to actual innovation and entrepreneurship, resulting in the inability to effectively improve students' innovation and entrepreneurship ability.

Lack of practical cases and mentor guidance, innovation and entrepreneurship need practical cases and mentor guidance, but many application-oriented undergraduate innovation and entrepreneurship education lack of practical cases and mentor guidance. Students can not understand the actual situation and practical experience of innovation and entrepreneurship, and can not get the guidance and help of professional tutors.

3.2 Innovation and entrepreneurship education lacks industry orientation and market demand

Lack of understanding and guidance of the development trend of the industry, innovation and entrepreneurship need to keep up with the development trend of the industry, but many application-oriented undergraduate innovation and entrepreneurship education lack of understanding and guidance of the development trend of the industry. Students are unable to understand the development trend of the industry and the future opportunities and challenges, resulting in students' innovation and entrepreneurship projects are difficult to adapt to the actual market demand.

Lack of understanding and guidance of market demand, innovation and entrepreneurship need to understand the market demand, but many application-oriented undergraduate innovation and entrepreneurship education lack of understanding and guidance of market demand. Students are unable to understand the actual market demand and consumer demand, resulting in students' innovation and entrepreneurship projects are difficult to meet the actual demand.

3.3 Innovation and entrepreneurship education lacks cross-disciplinarity and cooperation

Lack of interdisciplinary teaching content and teaching plans. Innovation and entrepreneurship need the cross and cooperation of knowledge and skills of different disciplines, but many applied undergraduate innovation and entrepreneurship courses and practical activities lack interdisciplinary teaching content and teaching plans. It is difficult for students to communicate and cooperate with classmates in different disciplines, and it is difficult for students to understand the knowledge and skills of different disciplines.

3.4 Lack of cooperation with business and society

Application-oriented universities usually lack close ties with enterprises and society. This lack of contact results in students being exposed to relatively little actual situation and market demand during

their time at school, and unable to truly understand market demand and industry trends. This makes students face more challenges and difficulties after graduation, because they do not get opportunities to cooperate with enterprises and society, and do not get relevant practical experience [7].

The cooperation between applied universities, enterprises and society is short of long-term and deep. Although some schools will establish partnerships with businesses and societies, they are often short-term and superficial, and do not form deep partnerships. This lack of long-term and deep partnerships prevents students from gaining more practical experience and opportunities for innovation and entrepreneurship.

The lack of cooperation with enterprises and society in the cultivation of innovation and entrepreneurship ability in applied colleges and universities is also related to teachers' teaching concepts and methods. Some teachers pay more attention to the teaching of theoretical knowledge, ignoring the importance of practice and application, which makes students unable to really learn practical skills and experience in cooperation with enterprises and society.

3.5 Schools lack the culture and spirit of innovation and entrepreneurship

Some schools lack the culture of innovation and entrepreneurship, and students lack the spirit and atmosphere of innovation and entrepreneurship, which cannot stimulate students' innovation and entrepreneurship potential. The traditional education system focuses on the instilling of knowledge and exam results, and pays little attention to students' innovation and entrepreneurship ability and practical experience. The deficiencies of this education system result in students lacking practical experience and skills in innovation and entrepreneurship. The culture of some schools is relatively simple, focusing only on academic research and theoretical discussion, and paying little attention to the practice and exploration of innovation and entrepreneurship. The singularity of this culture makes students lack the thinking and ability of innovation and entrepreneurship. Some students face social pressures such as difficult employment and entrepreneurship, and their enthusiasm and interest in innovation and entrepreneurship are inhibited. The existence of such pressure makes students lack the courage and determination to innovate and start businesses.

4. Innovation and entrepreneurship training program for application-oriented undergraduate colleges and universities

4.1 Set up innovation and entrepreneurship courses

Application-oriented undergraduate colleges and universities can develop a series of courses for innovation and entrepreneurship education, including innovation and entrepreneurship theory, case analysis, innovation and entrepreneurship practice, etc., so that students can understand the basic concepts and practical skills of innovation and entrepreneurship. The goal of the course is to cultivate students' innovation and entrepreneurship ability and way of thinking, while understanding the basic knowledge and skills of innovation and entrepreneurship. Course content can include market research, business model design, innovation management, venture financing and other aspects of knowledge. A diverse teaching approach, including case studies, group discussions, field trips, simulated entrepreneurship, etc., enables students to learn and apply knowledge in practice.

It is also possible to set up industry-university-research cooperation courses, taking actual industry-university-research projects as course cases, so that students can understand the current situation of the industry, market demand, technology research and development and other knowledge in the process of participating in the industry-university-research projects, and cultivate students' innovative and entrepreneurial thinking and ability.

4.2 Develop practical education on innovation and entrepreneurship

Application-oriented undergraduate universities can organize innovation and entrepreneurship practice activities, such as entrepreneurship competitions, innovation and entrepreneurship lectures, business practice, etc., so that students can have a deeper understanding of the actual operation of innovation and entrepreneurship and improve their innovation and entrepreneurship ability. Experts in related fields such as enterprises and scientific research institutions are invited to serve as judges, providing students with opportunities to show themselves and contact the industry.

It can also cooperate with enterprises and scientific research institutions to build industry-university-research cooperation bases, provide students with innovation and entrepreneurship practice platforms, and let students better understand the current situation of the industry and market demand. Establish cooperative relations with enterprises and scientific research institutions, carry out joint research and development projects or technology transfer, so that students can participate in actual innovation and entrepreneurship projects, and contact the real market demand and business environment.

Application-oriented undergraduate colleges and universities can arrange students to participate in various practical projects, such as enterprise internship, scientific research projects, technology transfer, etc., so that students can improve their innovation and entrepreneurship ability in practice.

4.3 Establish a mentor system for innovation and entrepreneurship

Application-oriented undergraduate colleges and universities can recruit mentors with experience and ability of innovation and entrepreneurship from inside and outside the university to form a team of tutors. Members of the tutor team should include entrepreneurs, entrepreneurial mentors, investors, etc., who can provide practical innovation and entrepreneurship guidance and experience sharing for students. Formulate a tutor system and clarify the duties and rights of tutors. The responsibilities of the tutor include guiding students in the planning and implementation of innovation and entrepreneurship projects, providing innovation and entrepreneurship resources and networks, and helping students solve problems in the process of innovation and entrepreneurship. According to the students' needs for innovation and entrepreneurship projects and the professional background and experience of the tutors, the students' tutors will be matched. The matching process can take into account the willingness of students and tutors, as well as the communication and cooperation ability between students and tutors. Tutors can communicate and mentor students through regular face-to-face instruction, online communication, and project discussions. Mentors can help students develop innovation and entrepreneurship plans, provide professional knowledge and skills training, and assist in solving problems encountered in the project.

4.4 Integration of innovation and entrepreneurship resources

Learn about the university's internal and external innovation and entrepreneurship resources, including laboratories, research projects, alumni networks, innovation and entrepreneurship centers, corporate collaborations, etc. At the same time, it is also necessary to understand the needs of students and the characteristics of innovative and entrepreneurial projects in order to better integrate resources. Establish cooperative relationships with innovation and entrepreneurship related institutions, enterprises and entrepreneurs inside and outside the university, including signing cooperation agreements, sharing resources and jointly carrying out projects. We can cooperate with enterprises to provide internship and entrepreneurial practice opportunities, and cooperate with entrepreneurs to provide entrepreneurial guidance and resource support. Establish an innovation and entrepreneurship center as a platform for resource integration. The innovation and Entrepreneurship Center can provide services such as innovation and entrepreneurship training, project incubation, investment and financing support, and integrate innovation and entrepreneurship resources inside and outside the school to provide more support and opportunities for students. Provide students with innovation and entrepreneurship support, including entrepreneurship training, entrepreneurship guidance, entrepreneurship resources, entrepreneurship funds, etc. Innovation and entrepreneurship funds can be set up to provide entrepreneurial capital support for students; A mentor system for innovation and entrepreneurship can be established to provide entrepreneurial guidance and resource integration for students.

4.5 Foster a culture of innovation and entrepreneurship

Application-oriented undergraduate universities can provide students with a platform for communication and cooperation through the construction of innovation and entrepreneurship culture, such as entrepreneurship culture festival and innovation and entrepreneurship club, create a good atmosphere for innovation and entrepreneurship, and stimulate students' passion and enthusiasm for innovation and entrepreneurship. In this network, students can share experiences in innovation and entrepreneurship, learn from each other and support each other. Create a campus culture that encourages innovation and entrepreneurship, including setting up innovation and entrepreneurship awards, holding innovation and entrepreneurship exhibitions, and promoting innovation and entrepreneurship education. Let students feel the importance and value of innovation and entrepreneurship, stimulate their enthusiasm for innovation and entrepreneurship.

5. Conclusion

It is of great significance to cultivate students' innovation and entrepreneurship ability for market demand, employment competition, self-development and social service. At present, there are still many problems in the cultivation of students' innovation and entrepreneurship ability in application-oriented undergraduate colleges. Starting from several aspects, this paper designs an innovative and entrepreneurial ability training program for application-oriented undergraduate colleges to stimulate students' enthusiasm for innovation and entrepreneurship, and cultivate students' innovative and entrepreneurial thinking and ability.

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